Insights into Group Secretaries' Net Ease Scores

Legend: ■ 8 - 10 ■ 5 - 7 ■ 0 - 4

Bar chart values:
- Count: 69%, 22%, 9%
- Premium Contribution: 69%, 27%, 4%
- Only Using Employee Hub: 37%, 30%, 20%
- Never used Employee Hub: 30%, 36%, 57%
- Median Marketing Score: 90%, 60%, 30%
- Inactive Secretaries: 16%, 20%, 14%
- Median Health Benefits Score: 80%, 70%, 30%
- Members > 20: 21%, 22%, 12%
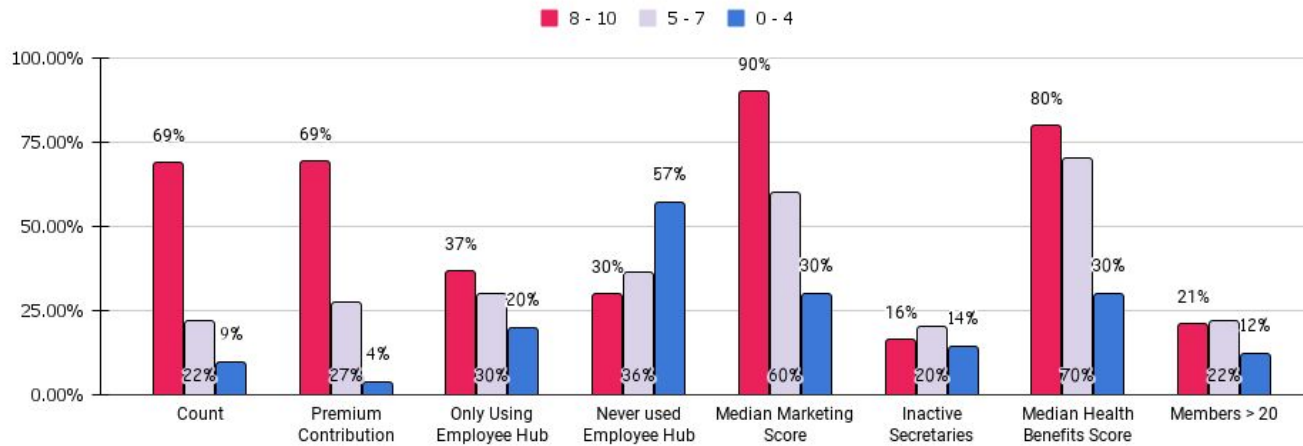
8% of Group Secretaries → drive → **80%** of Premium Collection

1 in 3 Group Secretaries **DOES NOT** use Employee Hub

Recommendations:

- **Encourage adoption of Employee Hub. Its usage strongly results in positive scores. Provide option to download data as excel/spreadsheet**

- **Simplify (or clarify) the claims and billing resolution process. Display regular updates on progress of ongoing processes in Employee Hub**

- **Modify user interface of Employee Hub so that lesser clicks are required to change company details, adding/removing members, and taking health plans**

- **Offers and benefits would be more attractive if they are geographically relevant to the customers' location**

- **App design could be improved so that it does not imitate a web browser**

Activities leading to Negative Sentiment

- Claims query resolution
- Changing Company details
- Accessing Policy Docs
- Adding Members
- Billing enquiry resolution
- Changing member details
- Receiving Renewal Docs
- Taking Company Health Plan
- Removing members

Feature value: High / Low